

**CHOOSING BEAUTY OVER COMFORT: THAI WOMEN
WHOSE BMIS GREATER THAN 25 PURCHASE HIGH HEELED
SHOES**



KAMOLCHANOK SUWANNACHAIROB

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SHOES**

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Kamolchanok Suwannachairob

Miss Kamolchanok Suwannachairob
Candidate

Prattana Punnakitkashem

Assoc. Prof. Prattana Punnakitkashem,
Ph.D.
Advisor

Simon Zaby

Asst. Prof. Simon Zaby,
Ph.D.
Chairperson

Vichita Ractham

Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

Jantima Banjongprasert

Asst. Prof. Jantima Banjongprasert,
Ph.D.
Committee member

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Kamolchanok Suwannachairob

CHOOSING BEAUTY OVER COMFORT: THAI WOMEN WHOSE BMIS GREATER THAN 25 PURCHASE HIGH HEELED SHOES

KAMOLCHANOK SUWANNACHAIROB 6449126

M.M. (MARKETING MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASST. PROF. SIMON ZABY, Ph.D., ASST. PROF. JANTIMA BANJONGPRASERT, Ph.D.

ABSTRACT

This objective of this research aims to identify the factors that influence Thai women with BMIs over 25 to buy high-heeled shoes despite choosing beauty over comfort. The scope of this study covers data collected from 120–200 Thai women whose BMIs are greater than 25 who experienced purchasing high-heeled shoes. This survey employs quantitative methodology by sending out online questionnaires to determine the correlation between all factors that lead to the intention to purchase high-heeled shoes in terms of choosing beauty over comfort.

The research findings show that the main factors that influence Thai women whose BMIs are greater than 25 to purchase high-heeled shoes are Hedonic Motivation, Physical Attractiveness, Electronic Word of Mouth (e-WOM) and Product Design. However, Thai women whose BMIs are greater than 25 consider High Fashion

Involvement as an uninfluential factor that impacts their high-heeled purchase intention. This study may assist shoe producers in satisfying high-heeled shoe customer expectations by developing new goods and improving marketing. Thus, shoe businesses may establish brand loyalty by attracting new customers and maintaining existing ones.

KEY WORDS: High heeled shoes / BMIs greater than 25 / Purchase intention

60 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Introduction	1
1.2 Problem of Statement	5
1.3 Research Question	5
1.4 Research objectives	5
1.5 Scope of Study	6
1.6 Expected benefits	6
CHAPTER II LITERATURE REVIEW	7
2.1 High heeled shoes	7
2.2 BMI	7
2.2.1 Overweight and obesity	8
2.3 Foot health and overweight	9
2.4 High heels and foot health	9
2.5 Overweight and high heels	10
2.6 Theoretical foundation	11
2.6.1 Purchase intention (PI)	11
2.7 Conceptual framework	16
CHAPTER III RESEARCH METHODOLOGY	17
3.1 Population	17
3.2 Instrument	18
3.3 Sampling plan	18

CONTENTS (cont.)

	Page
3.4 Data collection	19
3.5 Data analysis method	19
CHAPTER IV DATA ANALYSIS AND FINDINGS	20
4.1 Quantitative findings	21
4.1.1 Demographic of respondents	21
4.1.2 High heeled shoes information	21
4.2 Descriptive statistics	28
4.2.1 Descriptive statistics of 5 key factors	28
4.2.2 Descriptive statistics of purchase intention	29
4.3 Correlation	30
4.4 Multicollinearity	32
4.5 Multiple Regression analysis	34
4.6 Discussion	36
CHAPTER V CONCLUSION	40
5.1 Conclusion	40
5.2 Recommendations	41
5.3 Limitations	43
5.4 Future research	44
REFERENCES	46
APPENDICES	52
Appendix A: Quantitative questionnaire	53
BIOGRAPHY	60

LIST OF TABLES

Figure	Page
4.1 Frequency of age group	21
4.2 Frequency of comfort	24
4.3 Frequency of wearing duration	24
4.4 Frequency of the number of high-heeled shoes	25
4.5 Frequency of high heeled shoes purchasing	25
4.6 Frequency of money purchase on high heeled shoes per time	26
4.7 Descriptive statistics of 5 key factors	28
4.8 Descriptive statistics of purchase intention	29
4.9 The interpretation of Pearson's correlation coefficient by De Vaus	30
4.10 Correlations between the 5 key factors and purchase intention	31
4.11 Variance inflation factors interpretation	33
4.12 Multicollinearity test	33
4.13 Model Summary	34
4.14 The analysis of variance ANOVA results	35
4.15 Coefficients table lists of product design, high fashion involvement, electronic word of mouth, physical attractiveness and hedonic motivation	35

LIST OF FIGURES

Figure		Page
1.1	Different types of heels for women	1
1.2	The effect of high heels on the feet	2
1.3	Footwear - Thailand revenue	3
1.4	Thailand obesity and overweight graph	4
1.5	Prevalence of obesity amongst men and women in South East Asia in 2010-2030	4
2.1	The Conceptual Framework	16
4.1	Percentage of heel height	22
4.2	Percentage of heel shape	22
4.3	Percentage of toe shape	23
4.4	Frequency of high heeled shoes brands	27

CHAPTER I

INTRODUCTION

1.1 Introduction

High heeled shoes background

Footwear is specially designed for the foot, and its main purpose is to protect the foot from the impact of a potentially dangerous environment, which includes leatherette, sports, and other street shoes (including those that have cloth footwear) but avoids work and safety shoes (Footwear - Thailand: Statista market forecast, 2022). In footed communities, shoes are frequently worn every day to provide warmth and protection for the feet. A shoe, however, has evolved through many years to be more than just a piece of apparel and now offers a feeling of personality and appearance, spurring innovative fashion ideas. Shoes with strong design elements are frequently structurally and practically unsuitable for the wearer's foot. Creative designers invented huge heel heights, tiny toe boxes, beautiful materials, and an emphasis on unique style. As can be seen in Figure 1.1, there are now many types of high-heeled shoes for women to wear. Women often choose footwear based on comfort and the activities they will be doing that day, not just design, as footwear selections. This results in a small selection and frequent shoe-to-foot mismatches (Branthwaite & Chockalingam, 2019).



Figure 1.1 Different types of heels for women

Source: <https://www.stylewile.com/types-of-heels.html>

High heels are also considered a kind of shoe. As mentioned above, they are designed for beauty. According to the most basic description, high heels, sometimes known as "heels," are footwear styles that elevate the heel of the foot over the toes. Heels are still associated with women, allure, attractiveness, and fantasy today (Parmentier, 2016). Women initially walked in heels more than four centuries ago, and several agencies have released advisories about the negative health impacts of high-heeled footwear over the last two hundred years. Despite the fact that donning high-heeled shoes may thoroughly increase the chance of osteoarthritis, millions of women wear them every day (Simonsen et al., 2012). Wearing high shoes makes the user appear elegant from the outside. A thorough review of the research, however, revealed that wearing high heels can result in a negative impact on movement as well as posture, particularly in those who wear very high heels for an extended period of time (Rojanathammanee, 2004). As in Figure 1.2, the effect on the feet when wearing high heeled is shown.

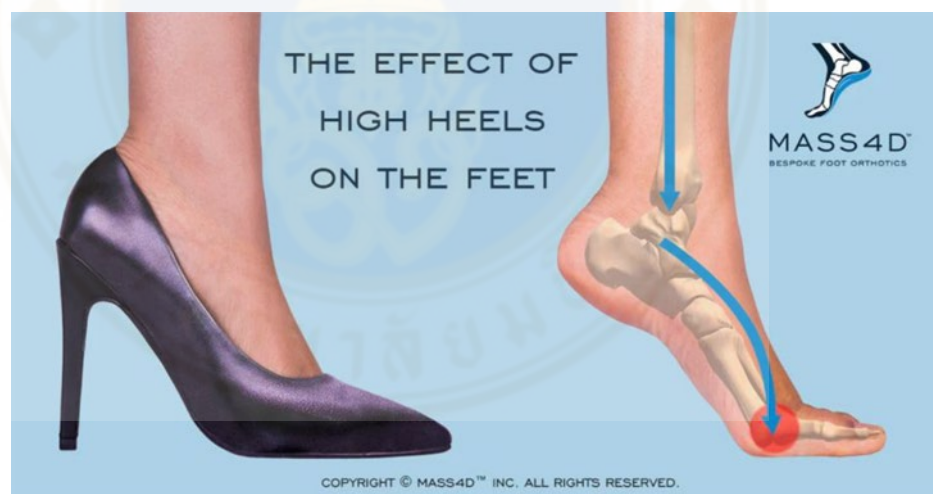


Figure 1.2 The effect of high heels on the feet

Source: <https://mass4d.com/blogs/clinicians-blog/how-high-heeled-shoes-create-musculoskeletal-disorders>

The worldwide high heels market is expected to be worth USD 40090 million in 2021 as a result of the COVID-19 pandemic and is predicted to increase to USD 49770 million by 2028 with a CAGR of 3.1% over the forecast period of 2022–2028 (High Heels Market 2023 global industry demand, share, top players, industry size, future growth by 2028, 2022). Meanwhile, high heels are in the Thai market, as could be observed from the graph of revenue in Thailand. Looking at luxury footwear, the revenue of these kinds of footwear keeps going up. Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 12.83%, resulting in a projected market volume of US\$807.50m by 2027 (Footwear - Thailand: Statista market forecast, 2022).

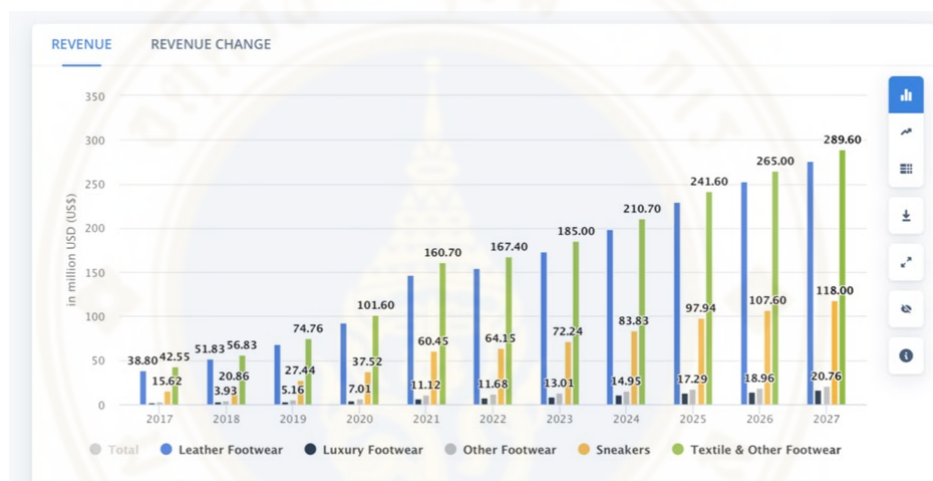


Figure 1.3 Footwear - Thailand revenue

Source:

<https://www.statista.com/outlook/dmo/ecommerce/fashion/footwear/thailand#revenue>

The context of overweight and obesity women in Thailand

Overweight and obesity are defined as "an abnormal or excessive buildup of fat that poses a risk to health" (World Health Organization, n.d.). The body mass index (BMI) is a simple epidemiological indicator of obesity that is determined by dividing a person's weight (in kilograms) by the cube of their height. This formula is calculated by dividing a person's weight by the cube of their height (in metres). Obesity is typically characterised by a BMI of 30 or higher. Overweight is defined as having a body mass index (BMI) of 25 or higher. The chance of developing a number of chronic illnesses, including diabetes, cardiovascular disease, and cancer, is significantly increased in

obese and overweight individuals. It was once thought that only countries with high incomes had a problem with obesity and overweight people, but recent studies have shown that this is not the case, particularly in metropolitan regions of low- and middle-income countries. (Thailand female obesity prevalence, 1960-2022, n.d.).

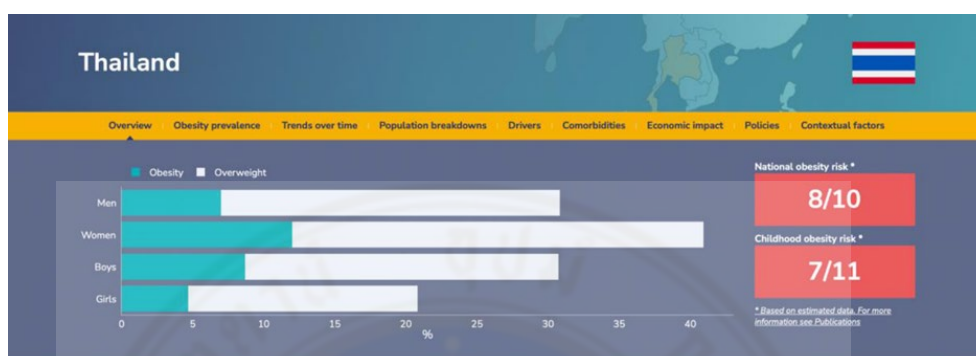
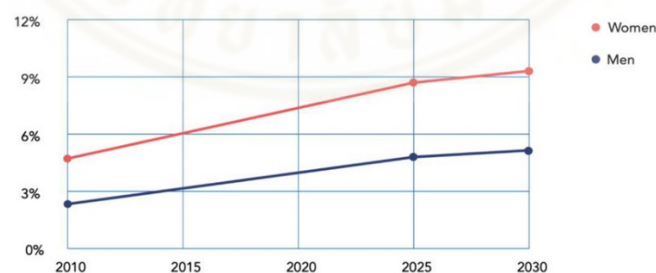


Figure 1.4 Thailand obesity and overweight graph

Source: https://data.worldobesity.org/country/thailand-214/#data_overview

As can be seen in Figure 1.4, the number of women is higher than that of other groups in terms of obesity and overweight. World Obesity Day The number of overweight women in Southeast Asia has been increasing since 2010 and is expected to continue until 2030, as shown in Figure 1.5.

Figure 2.14: Prevalence of obesity (BMI $\geq 30\text{kg/m}^2$) amongst men and women in South East Asia in 2010-2030



Source: NCD Risk Factor Collaboration (2017) and World Obesity Federation projections

Figure 1.5 Prevalence of obesity amongst men and women in South East Asia in 2010-2030

Source: https://es.worldobesityday.org/assets/downloads/World_Obesity_Atlas_2022_WEB.pdf

Being overweight damages internal systems and causes chronic illnesses such as diabetes, cardiovascular problems, and tumours. Osteoarthritis is also a source of concern. The cartilage that protects the ends of their bones and the joints are both more stressed by excess weight, which results in discomfort and stiffness. Additionally, increased body fat causes more inflammation. Hips, lower back, and knees will feel less strain even if obese or overweight people just lose 5% of their body weight. (That is a weight loss of 190 pounds from 200.) One of the finest things they can do for arthritis is exercise. Consult the doctor to determine the type and dosage that are best for them (Nazario, 2023).

1.2 Problem of Statement

Due to the problems of having a BMI over 25 is counted as overweight or obesity which being overweight or obese can cause osteoarthritis problem, also wearing high heels contributes to this problem. Studies have shown that the number of women who are likely to be overweight or obese is on the rise. Both have the same problem, which is exacerbated by the rise of the high heel trend. It could be said that there are still women who are overweight or obese who buy high heels. Therefore, this paper aims to study the key factors that influence Thai women whose BMI is over 25 to purchase high heeled shoes even though they are uncomfortable to wear by looking at the key factors of purchase intention in terms of choosing beauty over comfort.

1.3 Research Question

What are the factors that influence Thai women whose BMI are over 25 to purchase high heels even though they are uncomfortable?

1.4 Research objectives

To identify the factors that influence Thai women whose BMIs are greater than 25 in purchasing high-heeled shoes.

1.5 Scope of Study

This study focuses on identifying the factors that influence Thai women whose BMIs are greater than 25 in purchasing high heeled shoes, in terms of choosing beauty over comfort. The study believes that quantitative responses will aid in the construction of more relevant findings, which will assist shoe business owners by creating new products to support and suit the women whose BMIs are greater than 25. The data collection will be conducted via online questionnaires for those who are able to pass the screening questions. So, they will be considered qualified respondents.

The study would be conducted through an online questionnaire in Thai that would be given to the targeted group as a survey and reference. The questionnaire is expected to be completed in 1-2 weeks. After collecting the data, all the data will be analysed by using IBM Statistical Package for the Social Sciences (SPSS) version 25 to analyse the data gathered.

1.6 Expected benefits

The results of the study can be applied to groups who directly relate to shoe business, which are a group of customers and owners, to build relationships and understand the needs and perspectives of the customers to create opportunities in terms of launch high heeled shoes products that support overweight women and reduce their problems from wearing high heels. In addition, gaining responses from the target audience will enable shoe businesses to create new types of products and improve marketing strategies according to the expectations that customers will have for high heeled shoes. As a result, shoe businesses can focus more on acquiring new customers while maintaining existing ones, potentially leading to brand loyalty.

CHAPTER II

LITERATURE REVIEW

2.1 High heeled shoes

According to the research of Rojanathammanee (2004), high-heeled shoes are those in which the heel is taller than the toe. It is a popular shoe among adolescents, students, actors, and even working individuals. Wearing high heels is like tiptoeing. The higher the heel, the more tiptoeing is required. When observed from the outside, a person donning high heels appears sophisticated. However, a comprehensive study reveals that donning high heels can have negative effects on movement and posture, particularly for those who wear extremely high heels for an extended period of time. (Rojanathammanee, 2004).

In addition, according to research conducted by Barnish (2016), high heels are a potent symbol of contemporary female sexuality that, according to tests, increase women's attractiveness to men and influence men's behaviour towards women. Certain theories suggest that this appearance may be caused by an exaggeration of the typical feminine gait. Human behaviour is heavily influenced by adherence to societal norms, and fashion, particularly the donning of high heels, is an egregious example. In some industries and social contexts, donning high heels may be viewed as highly desirable or even mandatory due to its association with special occasions. (Barnish, 2016).

2.2 BMI

According to Nuttall (2015), the body mass index is the most frequently used measure for identifying adult physical height/weight characteristics and clustering (categorising) them (BMI). It is commonly thought to be a sign of an individual's body fat. It is also commonly used as a risk factor for the development or occurrence of a variety of health issues. Furthermore, it is commonly used in the development of public health policies. Because the BMI is widely accepted in classifying certain types of body

mass as a health issue, it has proven useful in population-based studies. However, it is becoming increasingly clear that BMI is a poor indicator of body fat proportion. Furthermore, and this is important, the BMI doesn't really track the quantity of fat distributed throughout the body. The latter is linked to both societal and negative health factors. According to the most current study, a broad range of BMIs is linked with a low mortality risk, and this is age-related. (Nuttall, 2015).

Or from the study of Obese (1998) healthcare providers can evaluate a person's risk for chronic illness using the BMI. BMI calculates a person's ideal health using their height and weight. There is also BMI measurement for adults who are 18 years and older. It claims that if your BMI is between 20 and 22, you have the perfect level of body fat, which is linked to living the longest and experiencing the fewest health problems. Your BMI is considered appropriate and is linked to good health if it is between 22 and 25. You are deemed overweight if your BMI is between 25 and 30, and you should look for strategies to shed weight through exercise and nutrition. If your BMI is greater than 30, you are not in good health. You run the risk of developing heart disease, stroke, diabetes, high blood pressure, and several types of cancer because of your weight. You should reduce your weight by making dietary and activity changes (Obese, 1998).

2.2.1 Overweight and obesity

Being overweight in adults, who are 18 years and older, according to Obese (1998) study it defines the meaning of being overweight as you are deemed overweight if your BMI is between 25 and 30. Also if the BMI is greater than 30, the person would be considered an obese person according to World Obesity (n.d.).

Over the past few decades, there has been a dramatic rise in the incidence of obesity. Both scientific and non-scientific literature have focused a lot of emphasis on this tendency. The majority of the research on the effects of being overweight on public health focuses on diabetes and CHD. Fewer research demonstrates the connection between musculoskeletal diseases and impairments, such as poor functioning in everyday routines and occupational disability, and obesity's effect on unhealthy life years. One of the most common joint illnesses and the main contributor to physical

incapacity in the elderly is osteoarthritis (OA). Overweight is the most significant modifiable risk factor for the onset of OA, according to prior study. One effect of this trend is an increase in the number of OA-related health issues, such as mobility impairment, as well as the need for healthcare facilities such as complete knee replacement operations and recovery (Tukker et al., 2009).

2.3 Foot health and overweight

Those who are obese have feet that are noticeably different from adults who are overweight but at a healthy weight. In this study, the obese individuals' feet had greater measurements for the ball height, heel, ball, and foot widths, as well as the heel and ball's circumference. It is hypothesised that as mass grows and weight bearing increases, the foot structure expands and enlarges in size. Besides that, which is important, the BMI doesn't really track the quantity of fat distributed throughout the body. The latter is linked to both societal and negative health factors. In accordance with the most current study, a broad range of BMIs is linked with a low mortality risk, so this is age-related. (Price & Nester, 2016).

2.4 High heels and foot health

According to Witana and Goonetilleke (2009) research, the researchers have created literature reviews of high heels shoes. It shows that comparing wearing high heels to wearing low heels or walking barefoot, high heels have revealed the existence of comparatively large loads in the forefoot area. With an increase in shoe heel height, the pressure beneath the forefoot also increases along with the force. These negative consequences are all risk factors for foot pain, foot injuries, knee pain, back pain, etc. Given a fundamental comprehension of the circumstances that lead to high loads and high pressures in particular areas of the foot, it seems as though the topic of whether high-heeled shoes can be made to be comfortable is never raised (Witana & Goonetilleke, 2009).

From the study of Effects of High Heel Wear and Increased Weight on the Knee During Walking it shows the findings of this study shed fresh light on certain

characteristics of high-heeled gait that may raise the risk of osteoarthritis in women both alone and in conjunction with weight gain. In particular, the modifications to knee mechanics revealed in this study in terms of flexion-extension angle, flexion-extension moment, and knee abduction-adduction moment were comparable to those observed in ageing and the course of OA. These results imply that wearing high heels causes significant alterations in knee joint stress because of changed walking kinematics and kinetics, especially when combined with extra weight (Titchenal et al., 2015).

2.5 Overweight and high heels

Stated from Price & Nester (2016), Being overweight or obese can have a detrimental impact on one's health, including diabetes and musculoskeletal diseases or complaints such as knee osteoarthritis and lower back pain. The importance of foot health is highlighted by the requirement of physical exercise for an obese individual to sustain levels of cardiovascular and musculoskeletal health as well as increase energy consumption to drop weight. Poor foot health is debilitating and is linked to decreased neighbourhood exercise and activity involvement. Obesity has an anthropometric effect on the body by increasing size, mass, and the distribution of fat, which is concentrated around the trunk and belly. This concentration of fat restricts the trunk's range of motion during standing and sitting and pushes the mass's centre of gravity anteriorly, which has effects on stability and balance. Overweight people have a 15% higher chance of falling each year, and those with a BMI over 40 kg/m² had a 48% higher risk. Along with the rest of the body, foot size and form are affected. With a higher BMI, feet are deeper and wider, and the midfoot has more contact with the ground. When developing footwear for this demographic, it is important to take these morphological variations into account (Price and Nester, 2016).

2.6 Theoretical foundation

2.6.1 Purchase intention (PI)

Intention is the conduct that inspires a person to execute a certain action (Rezvani et al., 2012). Adopted from Lin and Lu (2010), purchase intention refers to what a customer believes he or she will buy. It may also be defined as the process and physiological activity of purchasing a goods (Saleem & Ellahi, 2017). Purchase intention is not always carried out because it depends on the capability of the individual, but it does indicate the customer's intention to make a purchase (Rahim et al., 2016). According to the findings of the studies, consumers identify the item they wish to purchase, then seek information about it, evaluate it, purchase it, and provide feedback. Consequently, people will purchase a product after conducting preliminary research to ensure that it meets their needs and desires. Consequently, the preferences and inclinations of numerous consumers will vary. As a result, factors such as brand name, price, quality, awareness of innovation and enjoyment, in addition to alternative options and impulsivity, influence consumer purchasing behaviour. (Rashid et al., 2020)

Purchase intention could also be defined as a form of decision-making that examines consumer motivations for purchasing a particular brand. (Shah et al., 2012). Morinez et al. (2007) define purchase intention as the propensity of a consumer to purchase a specific product under specific conditions. Making a purchase decision is a challenging process. There is frequently a correlation between purchase intent and consumer behaviour, perceptions, and attitudes. Customers' acquisition and evaluation of a product are largely dependent on their purchase behaviour. According to Ghosh, purchase intention is a beneficial technique for forecasting the purchasing process. (1990). Before making a purchase decision, researchers have identified six phases, including awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2010). (Kawa et al., 2013). Customers believe that purchasing low-priced, plainly packaged, and unfamiliar products is hazardous because they cannot rely on the products' quality (Gogoi, 2013). (Mirabi et al., 2015).

2.6.1.1 Product design (PD)

Design is a ubiquitous process that occurs not only in organisations and processes, but also in everyday living. Using cabinetry designed to sit six people to fit ten, or using an elastic band to repair a creaking switch on a cycle, can be regarded as a design issue, but it is a reasonably straightforward problem. Designing an electronic car or an IC processor, on the other hand, is extremely difficult. Design problems range in intricacy and variety, and they arise in all fields. Tong and Sriram define design as "a process that constructs a description of an artefact, process, or instrument that satisfies a (possibly informal) functional specification, meets certain performance criteria and resource constraints, is doable, and satisfies similar criteria such as simplicity, testability, manufacturability, and reusability." (Chandrasegaran et.al., 2013).

Product design can occasionally cause confusion within the terms of design itself. In numerous cases product design is also inferred to engineering design and artificial design. Other exploration, still, described product design as the system of developing and outlining the plans needed for the product of a product shows, still, that while these two designs overlap with product design, it's located between artificial design and engineering design. Although they each have distinct identifying rates and areas of moxie, engineering design and artificial design are still kindly integrated into the process of creating new products. Thus, neither engineering design nor artificial design by itself can adequately represent the process of product design (Kim & Lee, 2010).

According to Chen and Lin's study, the researchers mentioned the relationship between product design and purchase intention that customers would be happy and remember the product's satisfaction for future purchase decisions if the product design met their needs. Consumers, on the other hand, appear to have a cognitive gap about a product when they are unsatisfied, which may affect their purchasing behaviour in the future. Consumers would assess the best options during the assessment step, which came after they had finished their search and had sufficient information, and then they would decide. In order to further present on the desired product features, the assessment standard was the anticipated outcome from the perspectives of consumption and purchase (Chen & Lin, 2018).

2.6.1.2 High fashion involvement (HFI)

High fashion involvement as anything contemporary and modern is considered to be in fashion. Because fashion-related items are hazardous, difficult to evaluate, and linked to personal image, users frequently utilise social networking sites to get input from their peers about those things (Lin & Lu, 2011). The principle of planned behaviour is also applied to high involvement products, such as fashion items "The more involved consumers are, the stronger customer beliefs will be." (Jansler, 2013). Since fashion items include money and are tied to the consumer's personal identity, they are seen as high involvement products, with consumers more likely to seek information from a variety of sources before making a purchase. It has been noted that high participation goods aim to increase consumer engagement on social networking sites and online forums (Gu et al., 2012). According to a 2013 research by Wolny and Mueller, elite fashion involvement has a significant impact in the use of electronic word-of-mouth for fashion. (Saleem & Ellahi, 2017).

According to Sultana (2016) study, a person's relationship with a piece of clothing is based on their needs, likes, and values. Because it requires money and is linked to the customer's identity, fashion products are seen as high engagement products that consumers are more likely to research before making a purchase (Panta et al., 2022).

2.6.1.3 Electronic word of mouth (e-WOM)

Word of mouth (WOM) is an informal communication method for disseminating information within a community or societal setting. Consumers converse informally about brands, goods, and services in this context. It contributes greatly to the marketing process' promotional component (Nguyen & Romaniuk, 2014). Since customers rely on e-WOM before making any product purchases, the arrival of web 2.0 technology has had a significant influence on e-WOM (Doh & Hwang, 2009). Purchase intention is the significant outcome variable of electronic word-of-mouth communication, according to Cheunga and Lee (2012) (Saleem and Ellahi, 2017).

In accordance with Zulkiffli et al. (2017), who used Bataineh's research on e-WOM as their basis, e-WOM is the act of internet users sharing their opinions and information via a specific channel without regard to time or location. Additionally, the quality, amount, and authenticity of e-WOM communication mi

ght affect consumer purchasing intentions (Bataineh, 2015). Furthermore, an expert examination of a certain product or service showed trustworthy and reliable information that may influence buyers' belief in purchasing the item. (Wangenheim & Bayo'n, 2004; Wang, Teo & Kok, 2015) (Zulkiffli et al. 2017).

2.6.1.4 Physical attractiveness (PA)

The term "attractiveness" refers to a person's ideal physical appearance and the satisfying emotional response it elicits. People frequently see handsome people as being more reliable. People who are physically appealing tend to have greater confidence in their ability to elicit favourable emotions in others. Therefore, a person's perspective of others is influenced by how beautiful they are (Ma, 2023).

Physical attractiveness, there is a lot of literature on the subject of attractiveness, and studies have repeatedly shown that people are treated (and occasionally assessed) according to their level of physical attractiveness. In contrast to less attractive people, attractive people are perceived to have more socially acceptable attributes (e.g., Dion, Berscheid & Walster, 1972; Eagly, Ashmore, Makhijani, & Longo; 1991; Feingold, 1992; Bonds-Raacke & Raacke, 2007). In fact, early studies on attraction revealed that the single most effective indicator of liking and romantic interest was physical attractiveness (PA), which is a strong predictor of interpersonal attraction (Lewis et al., 2017).

Previous research has shown that distinct physical characteristics of women are related to varying levels of beauty in men's eyes. When judged by men, women with lower waist-to-hip ratios had higher physical appeal (Guéguen, 2015). According to Barnish, Morgan, and Barnish discovered in a meta-analysis that women may experience some psychosexual advantages from wearing high heels. Maarouf also stated that Egyptian ladies continually thought that wearing high heels increased a woman's beauty. Female participants, according to Reynolds et al., research said they would be happy to wear high heels to clubs or parties. The possibility for high heels to change a wearer's posture to highlight appealing physical characteristics may explain why women want to wear them (Meskó et al., 2021).

Researchers propose that gendered items, such as high heels or cosmetics, might alter how the human body is seen as a stimulus, causing it to be perceived as supernormal (super feminine or super masculine), which would cause a super-n

ormal reaction (increased perceived attractiveness and desirability). Gendered products, which are cultural extensions of secondary sexual characteristics, enhance human sexual dimorphism in order to provide the same advantages as secondary sexual traits: they can boost physical attractiveness (Borau & Bonnefon, 2020). Like Morris et al. (2013), who made the comparison between high heels and the expanded phenotypic because they highlight certain appealing sex-specific features of the female body and stride (Borau & Bonnefon, 2020).

A person's self-confidence is significantly impacted by their physical appearance. Men and women desire an attractive look because they think that if someone has a beautiful body, they would be more valued. Because one of the five fundamental human wants, according to Maslow, is self-esteem, this notion seems very fair. One of the most important aspects that affects a person's choice to buy a product is how they regard themselves (RAYI & ARAS, 2021).

2.6.1.5 Hedonic Motivation (HM)

The research's description of motivation as the interaction for content refers to the users' enjoyment of entertainment or hedonic goods. Having fun or being entertained might be a sign. As a result, hedonic motivation directly affects behavioural intentions, according to a research by Venkatesh et al (2012) (Khatima et al., 2019). Contrarily, hedonic motivation relates to the pursuit of feelings like happiness, satisfaction, and imagination when buying. Because of this, people with high hedonic motivations prefer the fun of the experience over the usefulness of the thing they buy (Mikalef et al., 2012). Consumers who are more interested with the emotional aspect of things, such as experience, prestige, pleasure, social standing, feelings, and social images, engage in hedonistic motivation. Important reactions, such as multi-sensory, imaginative, and emotional components of consumer encounters with items, are produced by someone who consumes hedonistically. (Novela et al., 2020).

Hedonic motivation influences the buying process's interests, such as views, entertainment, and enjoyment, and is used as a self-centred need, such as retail environment independence, fantasy requirements, diversion from reality, and fun, rather than practicality. The hedonic buying motive, in particular, is a powerful predictor of purchase intention when browsing online because it promotes hypothetical information seeking and spontaneous purchases (Won & Kim, 2020).

2.7 Conceptual framework

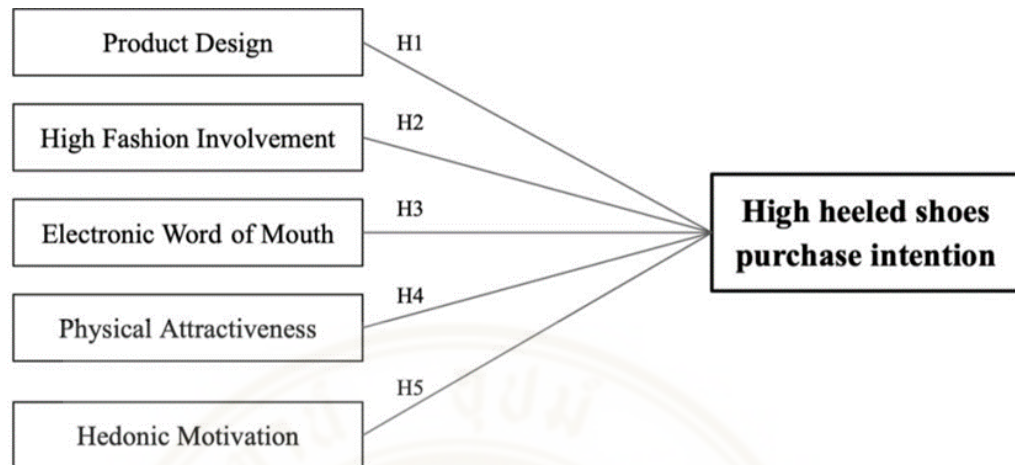


Figure 2.1 The Conceptual Framework

To understand and find the factor that might affect the purchase intention to buy high heeled shoes of women whose BMI is greater than 25 in terms of choosing beauty over comfort, and according to literature reviews, can be developed the conceptual framework with these variables, which can see Product Design, High Fashion Involvement, Electronic Word of Mouth, Physical Attractiveness, and Hedonic Motivation as Figure 2.1.

CHAPTER III

RESEARCH METHODOLOGY

The objective of this research is to identify the factors that influence Thai women whose BMIs are greater than 25 in purchasing high-heeled shoes in order to know their purchase intention in terms of choosing beauty over comfort. The methodology that will be used in this research is a quantitative methodology in order to obtain information and see the correlation between samples. Only quantitative methods will be used in this article, which may be advantageous for cross-checking the effectiveness and applicability of the data and information that is gathered. The result of these findings will also be useful for the shoe business in Thailand to create new products that are supportive and suitable for the group studied.

3.1 Population

To reach a large number of respondents among Thai women, this study would be done via an online questionnaire. This study attempts to identify the factors that influence Thai women whose BMIs are greater than 25 in purchasing high-heeled shoes in order to know their purchase intention by choosing beauty over comfort. The study is hoped that the results of this study will assist companies in determining the aspects that have the most influence on their clients so they may develop marketing strategies and tactics to improve the experience of buying high heels.

The respondents to the questionnaire will be Thai women whose BMIs are greater than 25. The age of the respondents must be at least 18 years old. Also, this group of respondents has to purchase high-heeled shoes in order to be the target group to respond to the questionnaire and achieve the purpose of this research in the case under study. This group of participants has a high potential for providing beneficial information for this research.

3.2 Instrument

After performing a literature review, a quantitative questionnaire comes up with 3 sections. First, the use of numerical storage or quantitative methods in the population that this paper expects to be Thai women whose BMIs are greater than 25, the participants have to answer screening questions. The study needs to really screen its target audience to get information based on the objectives of this study. When the target audience gets through the screening questions, they will come to the survey question. This section allows the study to get to know the targeted audience better, and these questions may result in corresponding independent variables, which may be linked to what the study intends to study as dependent variables. When the audience passes the survey questions, then the targeted group will find the main question that they will be asked in terms of purchasing intention, which contains product design, high fashion involvement, electronic word of mouth, physical attractiveness, and hedonic motivation, which is measured on a scale from 1 to 5, disagree, and agree. 1 is defined as strongly disagreeing, and 5 is defined as strongly agreeing. After the target audience has answered all the main questions, the answers and the variety of answers will become important information that must be taken through the analysis process with the SPSS programme. The study employs descriptive statistics to analyse the frequency and descriptive information and inferential statistics such as regression and correlation analysis to compare means and analyse causal relationships among survey questions and variables.

3.3 Sampling plan

In this research, the majority of the questions are designed to obtain an analysis of Thai women whose BMIs are greater than 25 when purchasing high-heeled shoes in order to know their purchase intention of choosing beauty over comfort. The sample for the survey would be around 120 to 200 samples, using an "Online Questionnaire" (Google Form) to screen out non-focus group participants from the study and ensure that all of the samples are from the right focus group. The study would be conducted through a questionnaire in Thai that would be given to the targeted group as a survey and reference.

3.4 Data collection

With the exception of interstate data consumption from mobile phone providers, the quantitative study will collect data from focus groups and respondents using an online questionnaire (Google Form), which is the shortest method. The online questionnaire will be distributed via email, social media (Facebook, Twitter, or Instagram), and chat applications (group chat and individual chat rooms such as Line or Facebook Messenger), which is convenient for collecting data and saving time but makes it impossible to determine whether respondents provided accurate or erroneous responses. After obtaining the data, it will all be inputted into SPSS to produce the results for the specific query that must be answered.

3.5 Data analysis method

To analyse the collected data, this study will use IBM Statistical Package for the Social Sciences (SPSS) version 25 to analyse the data gathered. Inferential statistics are used in the study to compare means and examine causal correlations between variables. Descriptive statistics are used to analyse frequency and descriptive data. To find out correlation, correlation coefficients and multiple regression are used in this analysis.

CHAPTER IV

DATA ANALYSIS AND FINDINGS

This chapter will employ data and information from quantitative samples to analyse and locate in-depth information from respondents using the research approach that will focus on quantitative data about “Choosing beauty over comfort: Thai women whose BMIs greater than 25 purchase high heeled shoes”.

A survey questionnaire was created as a Google form and distributed to respondents by email, social media, and chat applications.

The questionnaire's objective is to obtain information and the target audience's perspective on what factors influence Thai women with BMIs greater than 25 to choose high-heeled shoes, choosing beauty over comfort. This research was conducted throughout March 2023 among Thai women whose BMIs were greater than 25. The total number of respondents was 214, and there were 156 qualified respondents who completed questionnaires in this study. Therefore, the results will be drawn from 156 participants with BMIs greater than 25 and experience purchasing high-heeled shoes.

4.1 Quantitative findings

4.1.1 Demographic of respondents

4.1.1.1 Age group

Table 4.1 Frequency of age group

		What is your age group?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years old	100	64.1	64.1	64.1
	26-35 years old	44	28.2	28.2	92.3
	36-45 years old	9	5.8	5.8	98.1
	46-55 years old	2	1.3	1.3	99.4
	More than 55	1	.6	.6	100.0
	Total	156	100.0	100.0	

After conducting a survey in which the target respondents were specified to be Thai women whose BMIs are greater than 25, the qualified respondents totaled 156 responses, which are the target group of this study.

Table 4.1 shows that 64.1% of survey respondents are between the ages of 18 and 25. Followed by the group of 26–35-year-olds at 28.2%, 36–45-year-olds at 5.8%, 46-55 year olds at 1.3%, and the group of respondents who are over 55 years old at only 0.6%. This significant percentage indicates that the survey divided the respondents into three different age groups: 18–25 years old, 26–35 years old, and the others, who are above 36. The two major groups of respondents seemed to be high school or university students and working-aged people who most purchased high-heeled shoes.

4.1.2 High heeled shoes information

At this stage, the researcher is focusing on high-heeled shoe information from the qualified respondents. The first three questions will be those to which the target

respondents could give multiple answers. To analyse these three questions, they are represented in terms of graphs to easily and clearly define the result of the responses. The other 5 questions require only 1 answer to analyse the frequency.

4.1.2.1 Heel height

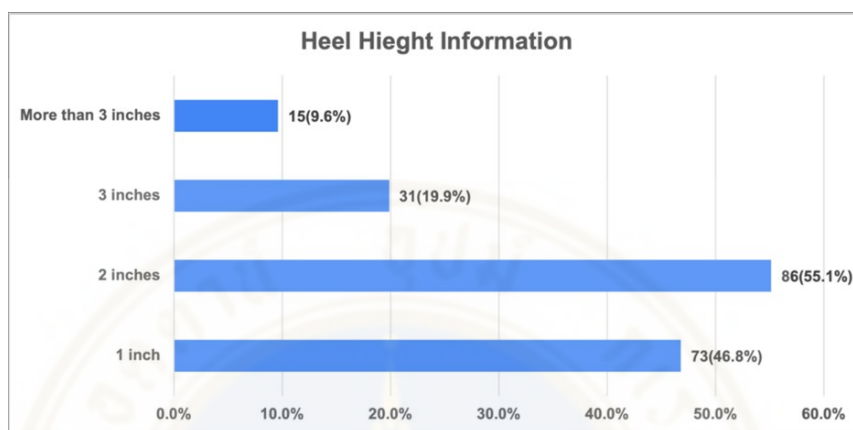


Figure 4.1 Percentage of heel height

According to Figure 4.1, this shows the percentage of 156 respondents who answered the heel height question. High-heeled shoes with a height of 2 inches had a total of 86 respondents, or 55.1%. 1 inch has 73 respondents, or 46.8%, which is the second highest. Next came high heels at 3 inches, which came in third with 31 respondents, or 19.9%, and finally, only 15 respondents had shoes that were higher than 3 inches, which is less than 10% and is at 9.6%.

4.1.2.2 Shape of heel

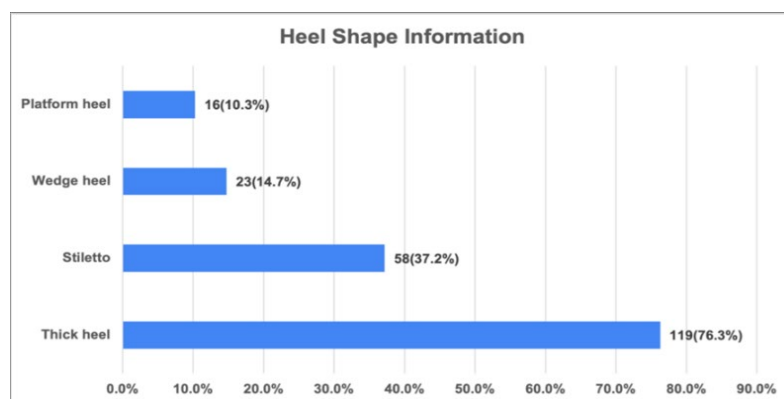


Figure 4.2 Percentage of heel shape

According to Figure 4.2, it shows the responses of heel shape information from 156 qualified respondents, with the highest heel shape that the majority of respondents are likely to purchase being a thick heel with 119 responses, or 76.3%. Followed by stilettos, which less than half of the respondents tend to buy, with 58 respondents, or 37.2%. Wedge heel and platform heel are the least likely heel shapes that respondents are likely to purchase; a wedge heel has 23 responses, or 14.7%, and a platform heel has only 16 responses, or 10.3%.

4.1.2.3 Toe shape

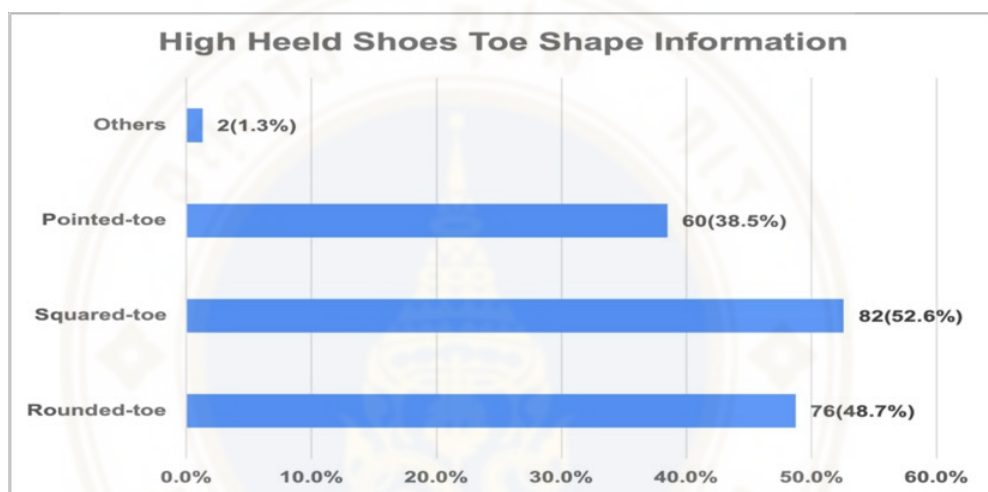


Figure 4.3 Percentage of toe shape

According to Figure 4.3, which indicates the percentage of high heels with toe shapes that the 156 respondents are likely to purchase, there is not much difference between the three toe shape options. The most favourite toe shape that the respondents are likely to purchase is square-toe, with 82 respondents or 52.6%; the pointed-toe shape is also quite popular with respondents, coming in at 60 responses or 38.5%; and there are only 2 responses, or only 1.3% of 156 respondents, who purchase other types of toe shape.

4.1.2.4 Comfort of the high heeled shoes

Table 4.2 Frequency of comfort

Is the inside of the shoe comfortable?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A little bit	72	46.2	46.2	46.2
	Not at all	22	14.1	14.1	60.3
	Quite comfortable	53	34.0	34.0	94.2
	Very comfortable	9	5.8	5.8	100.0
	Total	156	100.0	100.0	

According to the table above, see table 4.2. It represents a survey of the comfort of shoes that the respondents have bought and worn using criteria ranging from not at all, a little bit, quite comfortable, and very comfortable. The majority of respondents, 72 people, purchased a little bit of comfort, or 46.2% of the 156 respondents, with the minority of respondents, 53 people, purchasing quite comfortable high heels, or 34.0%. There was no comfort at all for 22 respondents, or 14.1%, and very comfortable shoes were purchased by only 9 persons, or only 5.8% of the total. To make an assumption, the high-heeled shoes that the respondents have purchased the most are of little comfort, quite comfortable to wear, but not very comfortable or uncomfortable shoes at all.

4.1.2.5 High heels wearing duration

Table 4.3 Frequency of wearing duration

How many hours do you wear high heeled shoes in a day?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 hours	72	46.2	46.2	46.2
	6 hours	44	28.2	28.2	74.4
	Less than 1 hour	20	12.8	12.8	87.2
	More than 6 hours	20	12.8	12.8	100.0
	Total	156	100.0	100.0	

From table 4.3, it indicates the frequency of high-heeled shoes worn by the respondents. The result shows that the highest percentage of duration is between 1-3 hours per day, or 46.2%. Followed by wearing 6 hours a day, where the percentage is 28.2%. In terms of wearing high-heeled shoes, less than 1 hour and more than 6 hours have the same percentage, which is 12.8%.

4.1.2.6 The number of high heeled shoes

Table 4.4 Frequency of the number of high-heeled shoes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	20.5	20.5	20.5
	2	71	45.5	45.5	66.0
	3	21	13.5	13.5	79.5
	More than 3	32	20.5	20.5	100.0
	Total	156	100.0	100.0	

According to table 4.4, it shows the frequency of the number of high-heeled shoes the respondents have. The highest result comes out as most of the respondents mostly have 2 pairs of high-heeled shoes, which is 45.5%. Followed by the respondents who have only 1 pair of shoes and more than 3 pairs of shoes are at the same number, which is 20.5%, and then there were only 13.5% for the respondents who have 3 pairs of shoes.

4.1.2.7 The frequency of high heeled shoes purchasing

Table 4.5 Frequency of high heeled shoes purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Depends on trend	64	41.0	41.0	41.0
	Every week	15	9.6	9.6	50.6
	Once a month	23	14.7	14.7	65.4
	Once every 2-3 month	22	14.1	14.1	79.5
	Once every 5 or more months	32	20.5	20.5	100.0
	Total	156	100.0	100.0	

Table 4.5 indicates the frequency of high-heeled shoe purchases among the 156 respondents. The findings show that the majority of respondents purchase high-heeled shoes, depending on the trend, which is 64 responses or 41%. It means they focus on the trends of high-heeled shoes so they will not purchase within the time slot. Followed by the group of respondents who purchase high heeled shoes once every 5 or more than 5 months is 32 responses or 20.5%, the group of respondents who purchase high heeled shoes once a month and once every 2-3 months has 23 responses or 14.7% and 22 responses or 14.1% respectively. Lastly, the least group of respondents with 15 responses or 9.6% tends to purchase high heeled shoes every week.

4.1.2.8 Money purchase on high heeled shoes per time

Table 4.6 Frequency of money purchase on high heeled shoes per time

How much money do you purchase on high heeled shoes per time?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 500 THB per time	25	16.0	16.0	94.2
	500 - 1000 THB per time	70	44.9	44.9	78.2
	1000 - 3000 THB per time	50	32.1	32.1	32.1
	3000 - 5000 THB per time	2	1.3	1.3	33.3
	More than 5000 THB per time	9	5.8	5.8	100.0
	Total	156	100.0	100.0	

According to table 4.6, it shows the frequency of the amount of money the respondents mostly spend when they purchase high heeled shoes at one time. The findings indicate that the majority of respondents, 70 people, spend 500-1000 THB per time or 44.9%. Followed by 50 respondents who spend 1000-3000 THB per time or 32.1%, 25 people spend less than 500 THB per time is 16.0%, 9 respondents spend more than 5000 THB to buy high heeled shoes at 1 time or 5.8% which is more than people who spend 3000-5000 THB per time is only 2 respondents or only 1.3%, respectively.

4.1.2.9 High heeled shoes brands

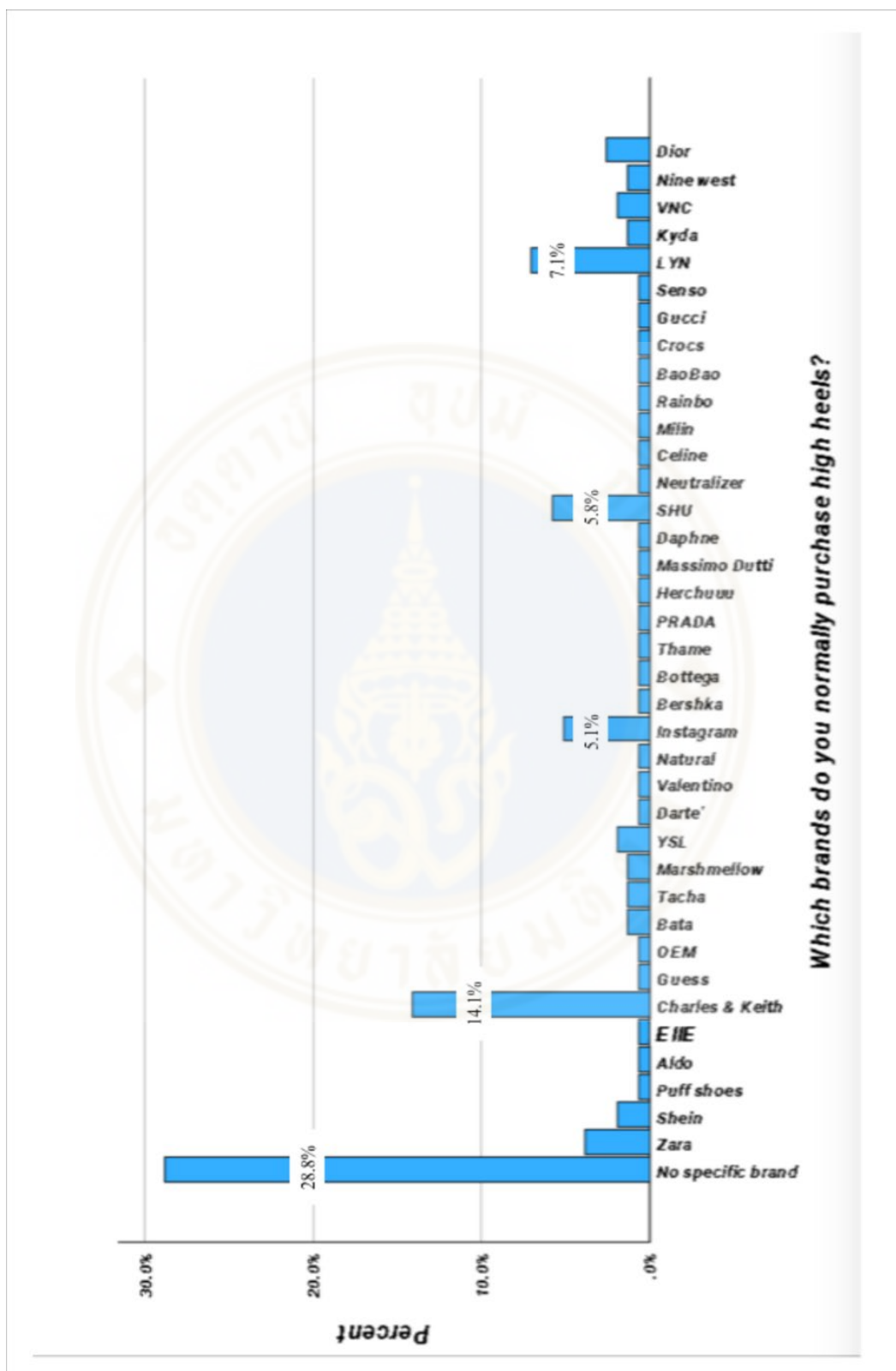


Figure 4.4 Frequency of high heeled shoes brands

According to figure 4.4, it displays the frequency of high-heeled shoe brands that 156 respondents have purchased the most. This analysis will only define the top 5 high-heeled shoe brands that the respondents have purchased the most of. From the graph, it is clear that the majority of respondents have no specific brand in mind when buying high-heeled shoes, which is 28.8% of all. Next is one of the well-known brands in Thailand, which is Chalres & Keith, with a secondary response rate of 14.1%. Followed by LYN, SHU, and brands from Instagram, which are 7.1%, 5.8%, and 5.1%, respectively. The other brands have a percentage less than 5%, so it would not show up and be counted as others.

4.2 Descriptive statistics

4.2.1 Descriptive statistics of 5 key factors

Table 4.7 Descriptive statistics of 5 key factors

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
ProductDesign	156	2.00	5.00	4.3949	.64536
HighFashionInvolvement	156	1.00	5.00	3.0171	1.07750
EWOM	156	1.00	5.00	3.6667	.84007
PhysicalAttractiveness	156	1.00	5.00	3.8667	.81322
HedonicMotivation	156	1.00	5.00	3.2167	1.05095
Valid N (listwise)	156				

According to Table 4.7, the descriptive statistics of the 5 key factors are: product design, high fashion involvement, electronic word of mouth, physical attractiveness, and hedonic motivation. The survey found that, on average, respondents somewhat strongly agree on each factor that influences them to purchase high-heeled shoes. The highest mean is product design, which is 4.39. It indicates that, from all 5 key factors, product design has the most impact on the respondent's decision to purchase high-heeled shoes. Whilst the other factors, such as physical attractiveness, electronic word of mouth, hedonic motivation and high fashion involvement have quite similar mean scores, which are 3.86, 3.66, 3.21, and 3.01, respectively. It presents all four

factors that have some impact on the respondents' decisions to purchase high-heeled shoes at a similar level, which is slightly different from each other. Nevertheless, the analysis of the 5 key factors shows results in the same direction that all the respondents have made and agreement in all the factors.

4.2.2 Descriptive statistics of purchase intention

Table 4.8 Descriptive statistics of purchase intention

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PurchaseIntention	156	1.20	5.00	3.7077	.85832
I would intend to buy high heeled shoes that have excellent design.	156	1	5	3.88	1.097
I intend to purchase high heeled shoes according to the fashion trend.	156	1	5	3.38	1.230
I would intend to buy high heels shoes attached with positive reviews.	156	1	5	3.90	.956
I will buy high heeled shoes as it increases my physical attractiveness.	156	1	5	3.94	1.043
I intend to consider purchasing high heeled shoes as a fun activity for me.	156	1	5	3.44	1.165
Valid N (listwise)	156				

According to Table 4.8, this shows the descriptive statistics of the purchase intention of high-heeled shoes. The survey result from 156 respondents found that the mean score of purchasing intention is 3.7. The highest reason for high-heeled shoe purchase intentions shown in Table 4.8 is that the respondents intend to buy high-heeled shoes because they increase their physical attractiveness (rating 3.94). Followed by the respondent, she will purchase high-heeled shoes as they are attached with positive reviews at 3.90. The excellent design was presented in 3.88; it shows that the

respondents tend to buy because of product design. In terms of purchasing, the fun activity consideration score of 3.44 and the fashion trend score of 3.38, which are the lowest mean scores.

4.3 Correlation

According to Table 4.9 shows the result of correlations between the 5 key factors (independent variables) which are product design, high fashion involvement, electronic word of mouth, physical attractiveness and hedonic motivation and dependent variable as purchase intention. In this case, the data will be analysed by using Pearson correlation or “r” value and Sig. (2-tailed) or “p” value to find out whether the independent variables correlated with dependent variables.

Pearson correlation or “r” value is one of the most commonly used statistical methods for correlation analysis. Because it is a method that is easy to understand and can be calculated easily, the Pearson Correlation value is between -1.0 and +1.0. If a value near to -1.0 means the two variables are negatively highly linked. If the value is near +1.0, the factors were positively highly correlated. 0 means the factors were unrelated. (Rabiablok & Mayurasakhon, 2023). According to the table 4.9 below, it shows the interpretation of Pearson’s correlation coefficient value interpreted by DeVaus.

Table 4.9 The interpretation of Pearson’s correlation coefficient by De Vaus

Coefficient	Correlation Strength
0.00	No Correlation
0.01 - 0.09	Non-significant Correlation
0.10 - 0.29	Weak Correlation
0.30 - 0.49	Moderate Correlation
0.50 - 0.69	Strong Correlation
0.70 - 0.89	Very Strong Correlation
> 0.90	Almost Perfect Correlation

Source: Pattern of symptom correlation on type of heart disease using approach of pearson correlation coefficient (Munandar et al., 2020)

The other value used is Sig. (2-tailed) or “p” value to show whether the factors have a statistically substantial association. The two factors are not statistically correlated if the Sig (2-Tailed) value is higher than .05. Thus, changes in one measure do not substantially affect the other. If the Sig (2-Tailed) value is less than .05, the factors are significantly correlated. Thus, changes in one element greatly affect changes in the other (How do I interpret data in SPSS for Pearson's R and scatterplots?, 2008).

Table 4.10 Correlations between the 5 key factors and purchase intention

		Correlations					
		ProductDesign	HighFashionInvolvement	EWOM	PhysicalAttractiveness	HedonicMotivation	PurchaseIntention
ProductDesign	Pearson Correlation	1	-.076	.207**	.310**	-.068	.246**
	Sig. (2-tailed)		.348	.010	<.001	.402	.002
	N	156	156	156	156	156	156
HighFashionInvolvement	Pearson Correlation	-.076	1	.489**	.590**	.848	.651**
	Sig. (2-tailed)	.348		<.001	<.001	<.001	<.001
	N	156	156	156	156	156	156
EWOM	Pearson Correlation	.207**	.489**	1	.467**	.491**	.652**
	Sig. (2-tailed)	.010	<.001		<.001	<.001	<.001
	N	156	156	156	156	156	156
PhysicalAttractiveness	Pearson Correlation	.310**	.590**	.467**	1	.695**	.725**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	156	156	156	156	156	156
HedonicMotivation	Pearson Correlation	-.068	.848	.491**	.695**	1	.720**
	Sig. (2-tailed)	.402	<.001	<.001	<.001		<.001
	N	156	156	156	156	156	156
PurchaseIntention	Pearson Correlation	.246**	.651**	.652**	.725**	.720**	1
	Sig. (2-tailed)	.002	<.001	<.001	<.001	<.001	
	N	156	156	156	156	156	156

** . Correlation is significant at the 0.01 level (2-tailed).

From the table 4.10, the findings indicate that the correlation between product design and purchase intention resulting in “p” value is equal to .002 which is less than .05 therefore, the correlation between physical attractiveness and purchase intention, the result in “p” value shows as <.001 which is less than .05. As a result, physical attractiveness is significantly correlated with purchase intention. Furthermore, it can be concluded that physical attractiveness has a positively very strong correlation with high heeled shoes purchase intention as the “r” value is equal to .725**.

Next, the correlation between hedonic motivation and purchase intention, the result of “p” value presents as <.001 which is less than .05. It means that hedonic motivation is significantly correlated to purchase intention. In terms of “r” value shows as .720**, it can be interpreted as hedonic motivation has a positively very strong correlation with high heeled shoes purchase intention.

The correlation of electronic word of mouth (e-WOM) with purchase intention, as a result, is significantly correlated as the “p” value is equal to $<.001$ which is less than $.05$. Moreover, as the “r” value presents as $.652^{**}$, it can be interpreted that high fashion involvement has a positively strong correlation with high heeled shoes purchase intention.

The correlation between high fashion involvement and purchase intention shows as the “p” value is $<.001$ which is less than $.05$ thus, high fashion involvement has significant correlation with purchase intention. It can be interpreted that high fashion involvement has positively strong correlation with high heeled shoes purchase intention as the “r” value is equal to $.651^{**}$.

Last but not least, product design has significant correlation with purchase intention. It can also conclude that product design has positively weak correlation in influencing with high heeled shoes purchase intention as the “r” value is equal to $.246^{**}$.

Overall, it can be interpreted that 5 independent variables have positively correlated with dependent variables at different levels. The strongest correlation variable is physical attractiveness which the “r” value is $.725^{**}$, followed by hedonic motivation which the “r” value is $.720^{**}$, electronic word of mouth (e-WOM) which the “r” value is $.652^{**}$, high fashion involvement which the “r” value is $.651^{**}$ and the weakest correlation variable is product design which the “r” value is $.246^{**}$.

4.4 Multicollinearity

Before generating multiple regression analysis, the data needs to be diagnosed to find out multicollinearity as it can be spotted in Table 4.10 that there is too high correlation between more than two independent variables. Since multiple regression analysis is the study of how a dependent variable and a number of other variables affect each other. The analysis has produced a consensus that those independent variables must not be correlated, or if they are related, they must not be very highly correlated.

Multicollinearity—or near-linear dependence—occurs when two or more predictor factors in a multiple regression model are highly linked. Orthogonal predictor factors have no linear connection. The small or large value of correlation depends on

the individual and the field of research, so variance inflation factors (VIF) is usually used to detect multicollinearity. The VIF quantifies variance inflation (Daoud, 2017). As it is presented in table 4.11 below, it shows the VIF interpretation to use in the analysis of multicollinearity.

Table 4.11 Variance inflation factors interpretation

<i>VIF</i> -value	conclusion
<i>VIF</i> = 1	Not correlated
$1 < VIF \leq 5$	Moderately correlated
<i>VIF</i> > 5	Highly correlated

Source: Multicollinearity and Regression Analysis (Daoud, 2017)

As it can be spotted on Table 4.10, it has shown positively very strong correlation between independent variables which is the correlation between hedonic motivation and high fashion involvement which the “r” value is equal to .848**. Also the correlation between physical attractiveness and hedonic motivation which the “r” value is equal to .695** as it almost reaches .7 and it is counted as a positively very strong correlation. Therefore, before analysing the multiple regression, the data needs to be diagnosed with a multicollinearity test to see the VIF value whether there is a high correlation between independent variables.

Table 4.12 Multicollinearity test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.314	.297		-1.057	.292		
	ProductDesign	.166	.069	.125	2.404	.017	.713	1.403
	HighFashionInvolvement	.058	.067	.073	.860	.391	.271	3.687
	EWOM	.309	.055	.302	5.651	<.001	.676	1.479
	PhysicalAttractiveness	.291	.075	.276	3.907	<.001	.387	2.583
	HedonicMotivation	.267	.079	.326	3.361	<.001	.205	4.882

a. Dependent Variable: PurchaseIntention

After testing multicollinearity, the findings in Table 4.12 show collinearity statistics in VIF-values for each variable, including product design, high fashion involvement, electronic word of mouth (e-WOM), physical attractiveness, and hedonic motivation as $1 < \text{VIF-value} \leq 5$. It could be interpreted that each independent variable has moderate correlation, whereas multicollinearity does not happen.

4.5 Multiple Regression analysis

The multiple regression analysis was used to predict these variables that impact the probability of making an online purchase. There are numerous signs, according to the framework of this research.

Table 4.13 Model Summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	.843 ^a	.710	.700	.46976	.710	73.494	5	150	<.001	1.722

a. Predictors: (Constant), HedonicMotivation, ProductDesign, EWOM, PhysicalAttractiveness, HighFashionInvolvement
b. Dependent Variable: PurchaseIntention

From table 4.13 the Durbin Watson value is in the range of 1.50-2.50, which is at 1.722, which indicates the expected value moves independently. Therefore, it can be concluded that the groups of independent variables used in the test were not related to each other.

In terms of R value is .843 which is close to 1, it shows that the independent variables used in the test were related to high-heeled shoe purchase intentions, with a correlation value of .843.

The R square of .710 indicates that the model explains the changes in overall high heeled shoes purchase intention by 71%.

Table 4.14 The analysis of variance ANOVA results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.090	5	16.218	73.494	<.001 ^b
	Residual	33.101	150	.221		
	Total	114.191	155			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), HedonicMotivation, ProductDesign, EWOM, PhysicalAttractiveness, HighFashionInvolvement

According to Table 4.14 it shows F-value is equal to 73.494. It indicates multiple regression The F value was 73.494, indicating that the multiple regression adequately explained the change in purchase intention of Thai women with a BMI greater than 25 in their choosing beauty over comfort more than the inexplicable proportion of 73.494 times.

This table also indicated that factors had a statistically significant influence on satisfaction, sig. =.001, < .050 which shows that the model is usable according to these factors.

Table 4.15 Coefficients table lists of product design, high fashion involvement, electronic word of mouth, physical attractiveness and hedonic motivation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.314	.297		-1.057	.292
	ProductDesign	.166	.069	.125	2.404	.017
	HighFashionInvolvement	.058	.067	.073	.860	.391
	EWOM	.309	.055	.302	5.651	<.001
	PhysicalAttractiveness	.291	.075	.276	3.907	<.001
	HedonicMotivation	.267	.079	.326	3.361	<.001

a. Dependent Variable: PurchaseIntention

In accordance with Table 4.15, it shows coefficient table lists of product design, high fashion involvement, electronic word of mouth, physical attractiveness, and

hedonistic motivation. There are 4 factors that have statistically significant effects on high-heeled shoe purchase intention as it is measured with $\text{Sig.} = .001 < .050$, which are product design, electronic word of mouth, physical attractiveness, and hedonic motivation. These 4 factors show that they had a positive effect as shown by standardised coefficient beta, where hedonic motivation is the most influential factor on purchase intention (standardised coefficient beta = .326). Moreover, the other two factors in between the most and least influential factors, e-WOM and physical attractiveness, also have sig. values $< .050$, while e-WOM's standardised coefficient beta is equal to .302 and physical attractiveness's standardised coefficient beta is equal to .276. Both have statistically significant values on high-heeled shoes purchase intention. Whilst product design is the least influential factor on purchase intention (standardised coefficient beta = .125), However, there is one factor that has no statistically significant effect on high-heeled shoes purchase intention which is high fashion involvement where its sig. value is $> .05$ (sig. = .391) as well as the standardized coefficients beta is equal to only .073.

4.6 Discussion

In accordance with the findings of factors that influence high-heeled shoe purchase intention, the questionnaire includes questions related to product design, high fashion involvement, electronic word of mouth, physical attractiveness, and hedonic motivation as mentioned in the literature review section.

Hedonic motivation

From the findings, hedonic motivation has significant correlation and positively very strong correlation with purchase intention. Hedonic motivation also is the most influential factor on purchase intention as it has the highest standardized coefficient beta. Hedonistic motivation has been shown to be the most influential factor in purchasing decisions because buying high heels is purely a mere urge to buy without much thought. Or see something that stimulates feelings enough to make the target group want to buy something and then decide to buy it. The literature study found that the hedonic buying motive is a strong sign of purchase intention when shopping online because it supports hypothetical search for information and impulsive purchases (Won

& Kim, 2020). This means that hedonic motivation, the results obtained after the survey, and the literature study are all pointing in the same direction.

Electronic word of mouth (e-WOM)

The quantitative findings show that e-WOM has statistically significant effects on high heeled shoe purchase intention as well as strong correlation. Also, electronic word of mouth is one of the influential factors on purchase intention. At the moment, more people are using social networks that are accessible online. Because of this, prior to making any kind of purchase, customers often do research on the internet. Many individuals always resort to the internet for information when they are shopping for anything like high heels or shoes in general. Reading reviews online, whether they are positive or negative, might influence a person's choice to purchase high heels. This can be the case either way. Additionally, customer purchase intentions may be influenced by the quality, volume, and authenticity of e-WOM communication. Additionally, a professional evaluation of a certain item or service revealed trustworthy and credible facts that can affect consumers' confidence in buying the thing (Zulkiffli et al., 2017). As a result, customers decide to buy such products. Therefore, it can be concluded that the results of the survey and the results from the literature review are in the same direction.

Physical attractiveness

According to the analysis, physical attractiveness has a positively very strong correlation with purchase intention, also has significant correlation. It is observed that physical attractiveness has the highest “r” value of all. It is also seen that physical attractiveness to be one of the influential factors on purchase intention. From the researcher's perspective, confidence and women go hand in hand, regardless of body shape. Therefore, having a product that can enhance confidence and make the target audience look good is important. Or have a better personality with things like high heels that help strengthen the physical appearance, such as making the legs look more slender, or make it look more attractive. Therefore, products or products that can build confidence in one person have an effect on purchasing decisions. From literature review it is stated that physical appearance has a major influence on a person's self-confidence. One of the most significant factors influencing a person's decision to purchase a merchandise is their self-esteem (RAYI & ARAS, 2021). To make an assumption, the

respondents from the survey tend to purchase high heeled shoes as it increases their physical attractiveness as it is a major influence on their confidence. Therefore, it can be concluded that the results of the survey and the results from the literature review are in the same direction.

Product design

The finding of this study shows that product design has potentially influenced high heeled shoe purchase intention. As it can be seen from the findings which product design has the highest mean score of all but it has a positively weak correlation with purchase intention. From the researcher's perspective, product design plays an important role in purchasing decisions as consumers sometimes choose products based on their appearance. Just like high heels, a good design is the first thing they see from the outside and is the first to attract consumers and play a part in their decision to buy them. Many times, consumers make a purchase just because of a good design. However, in order to make a purchase decision, some consumers tend to find information to support their purchases to make them more confident in purchasing products. Therefore, it leads to product design to be the least influential factor on purchase intention.

As mentioned in the literature review on the relationship between product design and purchase intention, customers will only buy a product if the design meets their needs. On the other hand, they will never purchase a product that does not meet their needs or satisfy their needs. Therefore, customers must have sufficient information to make a buying decision not only when they see the excellent product design but for some reason customers can also purchase because of product design (Chen & Lin, 2018). Thus, when product design has a favourable effect on high heeled shoe purchase intention, the results from the literature survey and the research point in the same direction.

High fashion involvement

From the findings, it appears that this factor has the lowest mean score from descriptive statistics, and it also has no statistically significant effect on high-heeled shoe purchase intention where its sig. value is $> .05$ which is sig. = .391. It doesn't show the significance of purchase intention because it has the lowest mean score and the answer is fairly distributed. This makes it difficult to measure how important high

fashion involvement is to purchasing decisions. So, it shows high fashion involvement is not an influential factor on purchase intention. In the researcher's opinion, of course, fashion enthusiasts need to keep up with fashion trends all the time to stay up to date with trends. These products also influence the customer's identity, and fashion items are considered high-engagement products, just like high heels. Consequently, consumers are more likely to need information to support their decision to buy fashion products than to buy them because they are trendy. From the literature review, it was stated that fashion products are considered high engagement products, so customers are more likely to search for information before making a purchase (Panta et al., 2022). In this study, there was a similar correlation between purchase intention and high fashion involvement, but high fashion involvement was not regarded as an influential factor on purchase intention. Therefore, high fashion involvement does not count as a factor that influences high-heeled shoe purchase intention when they only perceive fashion trends.

CHAPTER V

CONCLUSION

5.1 Conclusion

This thematic article examines the topic of putting aesthetics ahead of convenience in Thai women and shows BMIs greater than 25 when purchasing high-heeled shoes. The survey was distributed as a Google Form through various online platforms, including social media (Facebook, Twitter, or Instagram) and messaging applications (group chat and individual chat rooms such as Line and Facebook Messenger) among Thai women whose BMIs were greater than 25 and who have made their purchases of high-heeled shoes. The purpose of this study is to determine the variables that contribute to the decision-making process of high-heeled shoe purchases made by Thai women whose body mass indices are greater than 25.

The findings of this study show that there are 4 factors that are considered influential factors for the target audience in purchasing high-heeled shoes, which are: hedonic motivation, electronic word of mouth (e-WOM), physical attractiveness, and product design. In the correlation tests, they have shown a positive correlation with the dependent variable, purchase intention. Also, from multiple regression analysis, these independent variables have shown statistically significant effects on purchase intention. Moreover, the literature review stated that product design, electronic word of mouth, physical attractiveness, and hedonic motivation were related to purchase intention. Therefore, the findings in this study and the findings from literature reviews point in the same direction.

However, there is one factor that does not influence the target audience in purchasing high-heeled shoes, which is high fashion involvement. From the findings, even though high fashion involvement has shown a positively strong correlation with purchase intention, it appears in the descriptive statistics that high fashion involvement has the lowest mean score. Also, in multiple regression, it has no statistically significant effect on high-heeled shoe purchase intention where its sig. value is $>.05$. It also shows

high fashion involvement is not an influential factor on purchase intention. Additionally, in the researcher's perspective, fashion fans must always keep up with fashion trends in order to remain current. These goods also have an impact on the customer's identity, and fashion items, such as high heels, are called high-engagement products. As a result, customers are more likely to want facts to back their choice to purchase fashion goods rather than purchasing them because they are popular. However, a review of the literature says that high fashion involvement only affects buying decisions when consumers know enough to make a choice. In this study, there was a similar correlation between purchase intention and high fashion involvement, but high fashion involvement was not regarded as an influential factor on purchase intention.

To sum up, this study could answer the research question on the factors that influence Thai women whose BMIs are greater than 25 to purchase high-heeled shoes in 4 areas, which are hedonic motivation, electronic word of mouth (e-WOM), physical attractiveness, and product design.

5.2 Recommendations

This research was created to identify what factors influence Thai women with a BMI over 25 to buy high heels. There are 4 factors: hedonic motivation, electronic word of mouth (e-WOM), physical attractiveness, and product design. Therefore, the suggestions for marketers and shoe companies to continue developing the shoe industry are as follows:

Marketer

Since hedonic motivation is the primary factor for a target audience to buy high-heeled shoes, it depends on their personal mood as an internal factor. Therefore, as a marketer, one should create a marketing plan to attract the attention of the target customers through external factors that will stimulate the target customers' hedonistic motivation to buy products. Which marketers should plan the following marketing activities:

1. The first is to create an advertisement for the product that is interesting and reaches the target customers at first sight in order to create awareness and an impression of the product or brand for them in order to persuade them to search for

information. By creating an advertisement for the product, one can use the appeal of the shoe itself. Or take advantage of the design and distinctiveness of the shoes, which are unique primarily to make the advertisement stand out and attract the most customers. These ads can be either images or short videos on online platforms where people are most accessible.

2. They can also create ads using famous people, but there must be a famous person in the group of target customers to advertise for high heels. These shoes, in addition to the beautiful design, can also help to have a better personality, as shown by showing or posting pictures to promote products on online channels of that famous person, or enhance the target customer's confidence so they have more self-confidence. Once they see how high heels can create physical attractiveness for them, they are ready to research the product or intend to purchase it immediately.

3. When target consumers begin to feel interested in the product and begin to search for information in various online channels. The team of marketers must create a plan to promote products online through the creation of reliable product information such as style, design, materials used, and so on. Including a collection of product reviews from celebrities or influencers, including customers who have experienced the heels and women with a BMI over 25, demonstrates that the brand's products are more than just looks. From the excellent design of products to their information or reviews, these factors must meet the needs of target customers as well as promote physical attractiveness to strengthen their purchase intention.

Shoes company or shoe business owner

As a shoe business entrepreneur, one should understand the thought process and the reason for the decision to buy more high heels from these people. According to the results of this study, the first thing that affects the consumer's intention to buy high heels is hedonic motivation. Therefore, as a brand owner or company owner, they should do the following:

1. As a business owner, the first thing is to understand female customers with a BMI over 25 and what style of shoes they want. The materials used and the design of the shoes should reflect their personalities to meet the needs or solve the problems of that group of customers perfectly. Owners need to understand these things deeply in

order to be able to design and produce shoes that have designs and colours that make them feel comfortable, confident, and happy.

2. Nowadays, there are many shoe brands that produce healthy high heels. On the other hand, the design or aesthetic elements of the shoes are not as numerous as in normal high heels. This reduces the customer's desire to buy products if they focus on aesthetics first and not on comfort. Therefore, in order to encourage customers to buy high heels for health and convenience, the exterior design is also important to make consumers want them. As a business owner, high heels should be designed to be beautiful and unique in order to attract the attention of target customers and show their uniqueness among competitors.

3. Business owners need to be available to answer questions and provide services to consumers. If consumers are not confident that the product will be as advertised. As a business owner, they should be the ones who guarantee to consumers by themselves to create a trend and trustworthiness for the brand until the online word of mouth continues.

When a business owner operates by creating a shoe brand that meets the needs of external factors such as physical attractiveness, e-WOM, and product design, these become the hedonistic motivations of their target customers to purchase the product without any reason to support it. Furthermore, shoe companies might potentially build brand loyalty by focusing on both acquiring new consumers and retaining the ones they already have.

5.3 Limitations

The research was carried out for a thematic paper for Mahidol University's College of Management, which may have reliability or trustworthiness among respondents; however, there are some flaws in this study.

Due to time limitations that cause limitations in the data collection methods. The problematic issue is that the number of respondents obtained is limited due to insufficient time to collect the data; there were only 156 respondents. Also, because the respondent groups are very specific, it is quite difficult to collect questionnaires.

However, having more time to increase the number of respondents may help make the questionnaire more effective.

Collecting only quantitative data is considered a limitation in conducting research due to time constraints, making this research able to collect only quantitative data, which may lead to insufficient data and unreliability of information. Therefore, in order to make the data reliable and sufficient for the research, qualitative data collection should be carried out together.

Moreover, quantitative questionnaires were the only way to get information for this research. They may not cover all the important factors that affect a target audience's decision to buy heels. In terms of choosing shoes that are more beautiful than comfortable, and since the survey was conducted solely from the customer's point of view, the data lacked credibility due to a lack of opinions or input from people working in the footwear industry, such as shoe designers, brand owners, or those who give advice on buying shoes, which, if obtained from people who have experience in the shoe business, will make the information more reliable and accurate.

The last limitation of this research is the objective. The only thing to do is study only the factors affecting the purchase of high heels by Thai women with body mass indices over 25, in terms of choosing beauty over comfort. Therefore, it may cause the research results to be inaccurate and lack variety in many aspects. So in the future, if the researcher can add research objectives to increase perspective and information in the data, the research will be more relevant and accurate.

5.4 Future research

Taking into account the research's limitations and in order to make the results more useful, the number of people who answered is also an important part of figuring out how accurate the results are. Therefore, if there is another research project in the future, the number of respondents should be increased enough to analyse the data and increase its accuracy and credibility for future research.

To collect more qualitative data to learn more about the subject of the research and make sure it covers every aspect the researcher would like to know, for example, the relationship between the dependent variable and the independent variable,

which the researcher has already set up. As part of research data collection, it can also collect data from the perspective of customers or target groups in the research. To benefit the shoe industry by producing products to meet the needs of this group of people.

In addition, having just one opinion or point of view from consumers might make the research unreliable. Adding a point of view from the side of the shoe manufacturer or business owner is therefore something that should be done in future research. As they are experienced in the footwear business, obtaining data for research from manufacturers or business owners will enhance the credibility and accuracy of the research data. Data from both the consumer and the business owner will be obtained. The data from both will be collected simultaneously, using quantitative and qualitative data collection methods.

From the scope of research that has been determined, the study believes that quantitative responses will aid in the construction of more relevant findings, which will assist shoe business owners by creating new products to support and suit the Thai women whose BMIs are greater than 25. Therefore, to make research more accurate and reliable, it can add more research goals to find out if there is a link between health problems caused by having a BMI of more than 25 and buying high-heeled shoes based on beauty instead of comfort. The other research is to study the needs of Thai women whose BMIs are greater than 25 who purchase high-heeled shoes, choosing beauty over comfort. The goals of this study are to determine the relationship between the health problems associated with being overweight and the preference for purchasing beauty high heels over comfort high heels, as well as the needs of target respondents when purchasing high heels. If the goals of this research are changed, there are already ways to collect both quantitative and qualitative data. In addition, a study on the level of comfort of high heels that customers want among Thai women with a body mass index over 25 who buy high heels is another potential topic that can be done in the future and is consistent with the content of the research.

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APPENDIX A: Quantitative questionnaire

Section 1 - Screening Question

Are you older than 18?

◆ Yes, continue the survey

◆ No, end the survey

Are you female?

◆ Yes, continue the survey

◆ No, end the survey

Are you Thai?

◆ Yes, continue the survey

◆ No, end the survey

Is your BMI greater than 25?

$$\text{BMI} = \frac{\text{weight (kg)}}{\text{height (m}^2\text{)}}$$

<https://www.bangkokhospital.com/page/bmi>

(You are able to calculate BMI by using the link above)

◆ Yes, continue the survey

◆ No, end the survey

Have you purchased high heeled shoes?

◆ Yes, continue the survey

◆ No, end the survey

Section 2 - High heeled shoes information (Survey questions)**What is your age group?**

- ◆ 18-25
- ◆ 26-35
- ◆ 36-45
- ◆ 45-55
- ◆ > 55

What is your heel height?

- ◆ 1 inch
- ◆ 2 inches
- ◆ 3 inches
- ◆ > 4 inches ... (please specify)

What is the shape of the heel?

- ◆ Thick heel
- ◆ Thin heel
- ◆ Wedge heel
- ◆ Platform heel
- ◆ Other ... (please specify)

How many hours do you wear high heeled shoes in a day?

- ◆ Less than 1 hour
- ◆ 1 - 3 hours
- ◆ 6 hours
- ◆ > 6 hours ... (please specify)

What is the shape of the tip of your high heeled shoes?

- ❖ Round-toed
- ❖ Square-toed
- ❖ Pointed-toed
- ❖ Other (please specify)

Is the inside of the shoe comfortable?

- ❖ Not at all
- ❖ A little bit
- ❖ Quite comfortable
- ❖ Very comfortable

How many high heeled shoes do you have?

- ❖ 1
- ❖ 2
- ❖ 3
- ❖ More than 3 (please specify)

How often do you purchase high heels?

- ❖ Every week
- ❖ Once a month
- ❖ Once every 2-3 months
- ❖ Once every 5 months or more
- ❖ Depend on trends

How much money do you purchase on high heeled shoes per time?

- ◆ < 500 THB per time
- ◆ 500 - 1000 THB per time
- ◆ 1000 - 2000 THB per time
- ◆ 3000 - 5000 THB per time
- ◆ > 5000 THB per time

Which brands do you normally purchase high heels?

..... (please specify)

Section 3 - Main question

Please read through the following questions and rate how you either agree and disagree by using the scale that we provide. (1= Strongly disagree, 2=disagree ,3=average ,4=agree and 5=Strongly agree)

Factors that influence Thai women in Bangkok whose BMIs greater than 25 in purchasing high heels; choosing beauty over comfort	Reference	Level of your agreement				
		1	2	3	4	5
Product Design						
I think the design of the shoes influences the purchase decision.	Xu & Bian, (2014)					
I think the height of the heel affects the purchase decision.	Xu & Bian, (2014)					
I think the style of the heel affects the purchase decision.	Xu & Bian, (2014)					
I think the shape of the toe affects the purchase decision.	Xu & Bian, (2014)					
I think the material used to make shoes affects the decision to buy.	Xu & Bian, (2014)					

Factors that influence Thai women in Bangkok whose BMIs greater than 25 in purchasing high heels; choosing beauty over comfort	Reference	Level of your agreement				
		1	2	3	4	5
High Fashion Involvement						
I always buy high heels.	Fairhurst et al., (1989)					
I like to visit online high heeled shoe stores on a regular basis.	Fairhurst et al., (1989)					
I like to visit offline high heeled shoe stores on a regular basis.	Fairhurst et al., (1989)					
When I must choose between fashion and comfort, I usually go for fashion.	Fairhurst et al., (1989)					
I always update high heels fashion regularly.	Fairhurst et al., (1989)					
I am more concerned with fashion than modest prices and wearability.	Fairhurst et al., (1989)					
Electronic Word of Mouth (e-WOM)						
I ask for information from other people before purchasing.	Ishida (2011)					
I purchased high heeled shoes after receiving other's opinions online.	Hodza et al., (2012)					
The online reviews/comments provided by influencers on my social networking site have sufficient reasons influencing my purchase decision.	Bataineh (2015)					
Positive or negative reviews I have read on online marketplace about high heeled shoes influence my purchase decision.	Hodza et al., (2012)					
In the future, I will consider the high heeled shoes purchase discussed in the online reviews/comments as my first choice.	Bataineh (2015)					

Factors that influence Thai women in Bangkok whose BMIs greater than 25 in purchasing high heels; choosing beauty over comfort	Reference	Level of your agreement				
		1	2	3	4	5
Physical Attractiveness						
	Masuda et al., (2022)					
I think I will find myself more attractive physically if I purchase high heeled shoes	Masuda et al., (2022)					
Before purchasing high heeled shoes, I'll think about how I look on the heels.	Masuda et al., (2022)					
I will have more confident if I purchase high heeled shoes	RAYI & ARA S, (2021)					
I think high heeled shoes can create a better look than flat shoes	Masuda et al., (2022)					
Hedonic Motivation						
I like to spend my leisure time by shopping for high heeled shoes.	Chang et al., (2011)					
I am a person who is looking for more fun and enjoyment shopping for high heeled shoes.	Chang et al., (2011)					
I derive a lot of fun while shopping for high heeled shoes.	Salimon et al., (2016)					
My imagination is always aroused while shopping for high heeled shoes.	Salimon et al., (2016)					
Purchasing high heeled shoes gives me a good feeling.	Meske et al., (2019)					
Purchase Intention						
I would intend to buy high heeled shoes that have excellent design	Shafiq et al., (2011)					
I intend to purchase high heeled shoes according to the fashion trend.	Yüksel, (2016)					

Factors that influence Thai women in Bangkok whose BMIs greater than 25 in purchasing high heels; choosing beauty over comfort	Reference	Level of your agreement				
		1	2	3	4	5
I would intend to buy high heels shoes attached with positive reviews	Shafiq et al., (2011)					
I will buy high heeled shoes as it increases my physical attractiveness	Masuda et al., (2022)					
I intend to consider purchasing high heeled shoes as a fun activity for me.	Yüksel, (2016)					

